

operation of the handheld device disconnected from a network;

uploading the history of user interactions to a network recommender;

transforming the history into an implicit rating of the provided item, wherein the history of user interactions with the provided item may be used to create more accurate statistical profiles; and

using the implicit rating of the provided item to generate recommendations of other items of the particular type

2. (Amended) The method of claim 1, wherein the device is selected from the group consisting of a personal digital assistant for displaying visual material, an audio player for playing music, and an electronic document viewer for displaying documents.

10. (Twice Amended) A method for generating recommendations, comprising:

providing a plurality of items of a particular type to a plurality of handheld devices, each device having an application for engaging in a repetitive activity with items of the particular type, wherein the repetitive activity comprises displaying or playing items of the particular type to a user;

generating for each provided item in each device, a history of user interaction with the provided item, wherein a user interaction comprises a user causing the application to display or play the provided item to the user and duration of the display or play, wherein each user interaction occurs during standalone operation of the handheld device disconnected from a network ;

uploading the history of user interactions to a network recommender;

transforming the history for each provided item into an implicit rating of the provided item, wherein the history of user interactions with the provided item may be used to create more accurate statistical profiles; and

using the implicit ratings of the provided items to generate recommendations of other items of the particular type.

13. (Twice Amended) A system for providing recommendations, comprising:

483 a plurality of devices, each device having an application for engaging in a repetitive activity with items of the particular type, wherein the repetitive activity comprises displaying or playing items of a particular type to a user, and a memory for storing a history of each user interaction with an item of the particular type with the device, wherein a user interaction comprises a user causing the application to display or play a selected item to the user and duration of the display or play and wherein each user interaction occurs during standalone operation of the handheld device disconnected from a network; and

a recommendation service for storing downloaded histories of items interacted with from the plurality of handheld devices, for transforming the downloaded histories into implicit ratings of the items interacted with, wherein the history of user interactions with the provided item may be used to create more accurate statistical profiles, and for generating recommendations of new items of the particular type based on the implicit ratings.